

CLAIMS

What is claimed is:

1. A method of creating links to enhanced content on a video stream comprising the steps of:

enabling a user to halt said video stream so as to provide a single video frame for viewing;

overlaying a portion of said single video frame with a geometric outline to identify a hot spot on said single video frame;

assigning enhancement attributes to said hot spot;

storing said hot spot and said attributes in a generic format;

translating said hot spot and said attributes from said generic format into a first format; and

embedding said hot spot and said attributes in said first format into a video stream.

2. The method of claim 1 further comprising the additional steps of:

translating said hot spot and said attributes from said generic format into a second format; and

embedding said hot spot and said attributes in said second format into a video stream.

3. The method of claim 1 wherein said translating is accomplished by an XSL translator.

4. The method of claim 2 wherein said first format is adapted to be displayed on a first set top box and said second format is adapted to be displayed on a second set top box.

5. The method of claim 2 wherein said first format comprises a first set of visual attributes and said second format comprises a second set of visual attributes, said first set of visual attributes and said second set of visual attributes having at least one dissimilar attribute.

6. The method of claim 2 wherein said first format comprises a first set of URL links and said second format comprises a second set of URL links, said first set of

URL links and said second set of URL links having at least one dissimilar URL link.

7. The method of claim 2 wherein said first format is adapted to a first language and said second format is adapted to a second language.

8. A method of creating links to enhanced content on a video stream using a template comprising the steps of:

creating a template that defines at least one attribute for a hot spot;

enabling a user to halt said video stream so as to provide a single video

frame for viewing;

overlaying a portion of said single video frame with a geometric outline to identify said hot spot on said single video frame;

assigning at least one attribute to said hot spot based on said template;

and

embedding said hot spot and said attributes in said specific format into a video stream.

9. The method of claim 8 wherein said template comprises a visual attribute for a hot spot.

10. The method of claim 8 wherein said template comprises a language attribute for a hot spot.

11. The method of claim 8 wherein said template comprises a URL link attribute for a hot spot.

12. The method of claim 8 wherein said template comprises an attribute that determines the set top box used to display said hot spot.

13. A method of creating customized links to enhanced content on a video stream using a template comprising the steps of:

creating a template that defines at least one attribute for a hot spot;

enabling a user to halt said video stream so as to provide a single video

frame for viewing;

overlaying a portion of said single video frame with a geometric outline to identify said hot spot on said single video frame;

assigning at least one attribute to said hot spot based on said template;

storing said hot spot and said attributes in a generic format;
 translating said hot spot and said attributes from said generic format into
 a first format, said translating being done with said template; and
 embedding said hot spot and said attributes in said first format into a
 video stream.

14. The method of claim 13 further comprising the steps of:
 changing at least one attribute of said template;
 translating said hot spot and said attributes from said generic format into
 a second format; and
 embedding said hot spot and said attributes in said second format into a
 video stream.

15. The method of claim 13 wherein said translating is accomplished by an XSL
 translator.

16. The method of claim 14 wherein said first format is adapted to be displayed
 on a first set top box and said second format is adapted to be displayed on a
 second set top box.

17. The method of claim 14 wherein said first format comprises a first set of
 visual attributes and said second format comprises a second set of visual
 attributes, said first set of visual attributes and said second set of visual attributes
 having at least one dissimilar attribute.

18. The method of claim 14 wherein said first format comprises a first set of
 URL links and said second format comprises a second set of URL links, said first
 set of URL links and said second set of URL links having at least one dissimilar
 URL link.

19. A method of linking and using enhanced content on a video stream
 comprising the steps of:

enabling a user to halt said video stream so as to provide a single video
 frame for viewing;

overlaying a portion of said single video frame with a geometric outline
 to identify a hot spot on said single video frame;

assigning enhancement attributes to said hot spot;

storing said hot spot and said attributes in a generic format;
 translating said hot spot and said attributes from said generic format into
 a first format;
 embedding said hot spot and said attributes in said first format into a
 video stream;
 displaying said hot spot using a first set top box on a video screen; and
 allowing a viewer to access said hot spot whereby said viewer may access
 said enhanced content.

20. The method of claim 19 further comprising the additional steps of:

translating said hot spot and said attributes from said generic format into
 a second format;
 embedding said hot spot and said attributes in said second format into a
 video stream;
 displaying said hot spot using a second set top box on a video screen; and
 allowing a viewer to access said hot spot whereby said viewer may access
 said enhanced content.

21. The method of claim 19 wherein said translating is accomplished by an XSL
 translator.

22. The method of claim 21 wherein said first set top box and said second set top
 box are different.

23. The method of claim 21 wherein said first format comprises a first set of
 visual attributes and said second format comprises a second set of visual
 attributes, said first set of visual attributes and said second set of visual attributes
 having at least one dissimilar attribute.

24. The method of claim 21 wherein said first format comprises a first set of
 URL links and said second format comprises a second set of URL links, said first
 set of URL links and said second set of URL links having at least one dissimilar
 URL link.

25. The method of claim 21 wherein said first format is adapted to a first language and said second format is adapted to a second language.